

## From the City Manager



Each year the City of Rockville puts out its Annual Report, which is an opportunity for the City to

highlight for the shareholders – you, the residents – what is happening in Rockville.

The Annual Report gives residents a look at how the vision outlined by the Mayor and Council has been met during the past fiscal year and the work being done to meet them in the coming one. It is an opportunity to highlight how the Mayor and Council, City staff and residents are working together toward the goal of making Rockville great and ensuring that it meets the needs of all who live, work and visit.

This Annual Report is based on Fiscal Year 2010 and therefore highlights the goals achieved based on the former Mayor and Council vision priorities.

We hope you find this report helpful and we look forward to serving you in the coming year. ■

*Scott Ullery*

Scott Ullery,  
Rockville City Manager

## Mayor and Council Vision Pushes Rockville to New Level Leaders Also Focus on Importance of Maintaining City's Roots

The Rockville Mayor and Council meet after each election to determine priorities to pursue during their two-year terms. The priorities they set are aimed at helping to achieve a long-term vision for the city.

The items highlighted in this year's Annual Report outline the priorities set by the Mayor and Council in 2008. The current Mayor and Council, who were elected last November, adopted their vision earlier this summer.

Many of the vision priorities are similar to the previous vision, and all aim to maintain Rockville as a world-class city while preserving its hometown feel. Two of the biggest differences in the new vision priorities focus on an "urban sensitivity" and a "business friendly" community – both aimed at recognizing how the city has changed, but the importance of maintaining its roots.

In the Mayor and Council vision 2020, Rockville is described as thriving and as having recovered from the recession that the country is currently experiencing.

The 2020 vision is written as if the city were currently in that year, and describes how the city would look and operate.

"The recession's impact on City revenues resulted in a renewed appreciation for the role of business as a provider of services, a revenue source and a partner in community development and activities," the 2020 vision states. "...While Rockville

### Mayor and Council Vision, 2020

To read the entire text of the Mayor and Council Vision, 2020, go to [www.rockvillemd.gov/government/mc/vision.htm](http://www.rockvillemd.gov/government/mc/vision.htm).

is a regional economic engine, it stays true to its core values of environmental leadership and preserving neighborhoods and historical resources."

The 2020 vision focuses on the following seven major themes:

- **Strong and Distinctive Neighborhoods:** The city's attractive neighborhoods retain their distinctive identities and have strong, energetic leaders. Residents identify with and are proud of their communities, yet are fully aware of the value of their relationship to the rest of the city.
- **Urban Sensitivity:** The city's urban core is concentrated in Town Center and pushes south and north along Route 355 -- a thriving, pedestrian-friendly boulevard. The bulk of the city's new housing is located within mixed-use communities in this urban setting, and there are options for long-underserved young professionals, young families, "empty nesters" and non-traditional households.
- **Engaged Governance:** The community actively engages



The Rockville Mayor and Council includes (from left) Piotr Gajewski, Mark Pierzchala, Mayor Phyllis Marcuccio, Bridget Donnell Newton and John Britton.

with City Hall and the Mayor and Council, thereby positively affecting the City's responsiveness. Communication between the City government and the citizenry is effective and runs both ways.

- **Business Friendly:** Businesses locate here because Rockville is a cultural, recreational, educational and entertainment leader, a transportation hub, and a great place to raise a family. Rockville boasts a highly educated and motivated workforce, which includes many young professionals and members of the "creative class."
- **Multimodal Transportation:** More viable transportation options exist throughout the city connecting Rockville neighborhoods and Rockville to the wider metropolitan area, including bus routes, trol-

ley lines, the Corridor Cities Transitway, and expanded Metro and MARC service. Rockville is recognized as a "Pedestrian First City."

- **Exceptional City Services and Amenities:** City services and amenities continue to be exceptional. Rockville continues to apply reliable advanced information technology to improve the quality, cost and speed of providing municipal services.
- **Quality Environment:** Rockville is a "Green City" in all areas. Cities around the country have taken notice of the fact that Rockville has found a way to be both green and economically attractive. Rockville has enticed a number of new "green" businesses to open their doors and provide employment in the city. ■

## Rockville Celebrates 150 Years of Incorporation March 10 Marked an Important Milestone for the City

Rockville marked a major milestone on March 10, when the city celebrated its 150th anniversary as an incorporated municipality.

Rockville received its incorporation from the state legislature on March 10, 1860. A lot has changed since then. When the City incorporated in 1860, the 365 residents elected three town commissioners.

Today, the roughly 62,000 residents elected in November a Mayor and four council members. There are approximately 540 full-time staff working to provide a multitude of services and programs, and maintain recreation centers, a senior center and more than 900 acres of parks.

Rockville celebrated its ses-



Mayor Phyllis Marcuccio, along with Councilmembers John Britton and Mark Pierzchala, cut cake to serve the community during the 150th celebration.

quicentennial – occurring at 150 years – anniversary on March 10, but work to prepare for a year-long celebration has been taking place since last summer when a group of volunteers began meeting regularly to plan a series of events for the anniversary.

The countdown to the City's 150th anniversary began in January with a photo exhibit, featuring a then and now retrospective, and 43 photos selected from resident photographers who captured Rockville through their own lens.

In March, a huge anniversary party took place in Town Center with hundreds of people on hand to celebrate, including Lt. Gov. Anthony Brown and County Executive Isiah Leggett.

The year has also included a



(Then and now) Rockville's transportation has changed throughout its 150 years.

tree planting at City Hall, fire hydrant painting in Town Square, a challenge to ride your bike 150 miles in 2010, historic walking tours, an invitation to plant the

official 150th flowers, a book dedicated to the 150th and an old-time baseball game.

Learn more at [www.rockvillemd.gov/events/150](http://www.rockvillemd.gov/events/150). ■



# Rockville Mayor and Council Look to Rockville's Future

During its bi-annual retreat in January, the Mayor and Council developed its vision for Rockville. The vision focuses on the following seven major themes: Strong and Distinctive Neighborhoods; Urban Sensitivity; Engaged Governance; Business Friendly; Multimodal Transportation; Exceptional City Services and Amenities; and Quality Environment. ■

<div>Mayor Phyllis Marcuccio</div> <div></div> <div><p><b>Phyllis Marcuccio</b> is serving her first term as Rockville's Mayor, after being elected to her post in November 2009. She served two terms as a councilmember.</p><p>The past nine months have been challenging for the citizens of Rockville and the Mayor and Council. We have weathered the snow storm of the century, a major water main break, extended electrical outages, the loss of major highway user funds, reduced tax duplication payments from the county, and even a "modest" earthquake. The national economic crisis forced tighter budgeting, which eliminated COLAs and raises for the city staff.</p><p>Still Rockville, celebrating its 150th year of incorporation, is named by groups and agencies that track successes and failures across the nation as one of the best places to live in the country. For a detailed rundown on the changes facing the city as we look to the next several years and a list of our recent achievements, go to my "State of the City" address on our website, <a href="http://www.rockvillemd.gov">www.rockvillemd.gov</a>.</p><p>In my short tenure since November 2009, I have fostered closer relationships with the Montgomery County Council and the other municipalities in the state of Maryland especially Gaithersburg. The three Councils met in Rockville's Chambers to discuss the Greater Seneca Science Corridor Plan. We have a representative on the Council of Governments and on the Legislative Committee of the Maryland Municipal League. Rockville Mayor and Council meetings have been brought to the citizens by broadcasting live from the Twinbrook Community Center, the Senior Center, and the Lincoln Park Community Center. Plans are underway for the next Council Meeting "on the road" to be in the Thomas Farm Community Center. Town Center is scheduled for a massive "Town Hall" meeting in September.</p><p>To better involve and represent the citizens in Rockville decisions, we appointed Council Member liaisons to each Board and Commission. Each Council meeting ends with a review of important items from these meetings, a review of upcoming agendas, and progress on a "tickler list" of follow</p><p><i>Continued on pg. 8...</i></p></div>	<div>Councilmember John B. Britton</div> <div></div> <div><p><b>John Britton</b> is serving his second term as a councilmember. He was elected to serve his first term as a Rockville councilmember in November 2007.</p><p><b>What do you like most about Rockville?</b></p><p>To outsiders, I continually push the dual nature of Rockville – a community where one can live in a quiet neighborhood, well-connected and close to one's neighbors, but take full advantage of the numerous and close-by cultural, recreational, entertainment and dining opportunities and activities that now make Rockville a destination to many in the region.</p><p><b>What are you looking forward to most in the coming year?</b></p><p>A year free of storm-of-the-century blizzards, hurricane force winds and rains, earthquakes, geyser-spewing water pipes, downed electricity wires and cables, budget crunches and other such calamities!</p><p><b>What do you consider to be your greatest accomplishment in the past year?</b></p><p>Two things really: (i) continued focus on pedestrian/bicycle access and safety, and (ii) development of resident/business community/public sector communication and interaction.</p><p>An exciting prospect in the first item is the possibility of establishing a bike-share program in Rockville in coordination with the County and resources from the metropolitan Washington Council of Governments.</p><p>An indication of the growing interest in the second item is the collaboration in an outreach program between the Chamber of Commerce/Buy Rockville and our nonprofit, service-oriented organizations to increase awareness for the Buy Rockville program and in so doing raise revenue for nonprofit activities. ■</p></div>	<div>Councilmember Piotr Gajewski</div> <div></div> <div><p><b>Piotr Gajewski</b> is serving his second term as a councilmember. He was elected to Rockville's council in November 2007.</p><p>Fiscal Year 2010 presented governments across the country with the challenge of the global recession. I am proud that the City of Rockville reacted swiftly and decisively by reining in spending as tax revenues declined below the levels of recent projections. Through judicious spending cuts, Rockville managed to retain a promised tax credit for homeowners, and still live up to its obligation to our employees, with no layoffs or furloughs. Maintaining staffing levels allowed Rockville to continue to deliver the excellent City services that make Rockville one of the most desirable communities in the nation. Personally, I am very gratified to have played a leadership role in increasing funding for Rockville's caregiver agencies, even in the face of the economic challenges. As an award winning City, it is imperative to ensure that Rockville's safety net for those most vulnerable remains strong.</p><p>Rockville continues to win accolades as a great place to live and to do business. The City has been honored by <i>Bloomberg Businessweek</i> as a Top Ten City for Startups. Rockville has also been selected as an editor's pick by <i>US News and World Report</i>, as part of its Best Places 2010 List. And the City has again won accolades from <i>Money Magazine</i> as one of Top 100 Cities. The magazine specifically cited Rockville's economic stability, which also accounts for the City's AAA bond rating; Rockville is one of only a handful of small cities nationwide to achieve this rating.</p><p>Rockville's diversity sets our City apart from other municipalities. More than one third of Rockville's residents speak a language other than English at home. What a great mixing bowl we have become! Our patchwork of parks is also second to none with an average of almost five parks per square mile. From the rolling meadows of the Civic Center Park and the</p><p><i>Continued on pg. 8...</i></p></div>	<div>Councilmember Bridget Donnell Newton</div> <div></div> <div><p><b>Bridget Donnell Newton</b> is serving her first term as a Rockville councilmember, after being elected in November 2009.</p><p><b>What do you like most about Rockville?</b></p><p>That we are a small town with many wonderful amenities. I love the people, the diversity of our citizens, businesses and opportunities. People in Rockville are engaged and generous with their time and resources -- whether they are businesses or residents or both! Recent events speak to our willingness to engage and work together.</p><p><b>What do you look forward to most in the coming year?</b></p><p>Continued citizen input in helping to formulate the direction and vision of our city. A city government that is effective and works cooperatively. I am also interested in having more input in the refining of our budget process -- specifically I would like to see a Priority Based Budget approach to spending. I mentioned this during the 2010 budget discussions and think that such an approach will lead to a more effective use of our revenues. Finally - I look forward to seeing a grocery store open in Town Square!</p><p><b>What do you consider to be your greatest accomplishment in the past year?</b></p><p>The many great ideas that emerged from the Communication Task Force (CTF), several of which have already been implemented. As Chair, I was very pleased with the way they did their research and worked together to develop their final report within the six-month time allotted. I am also proud of the formulation of the Youth Commission as well as the efforts put forth by our Public Works Department to the many challenges this year including the "100-Year Snow." ■</p></div>	<div>Councilmember Mark Pierzchala</div> <div></div> <div><p><b>Mark Pierzchala</b> is serving his first term as a Rockville councilmember, after being elected in November 2009.</p><p><b>What do you like most about Rockville?</b></p><p>I like the engaged citizenry and the way that people take pride in their community. Rockville is at its best when residents work respectfully together to arrive at solutions to difficult problems. We do a good job of accepting the new while retaining the good including our history.</p><p><b>What are you looking forward to most in the coming year?</b></p><p>I'm looking forward to tackling our most vexing problems that include a resolution on RedGate, arriving at a balanced budget for a very difficult FY2012, and fixing the zoning ordinance. All three issues will be controversial, but they also present opportunities to clarify our values and make Rockville a better place. All three will test the Mayor and Council as a body to see if we can work through our differences in a productive way.</p><p><b>What do you consider to be your greatest accomplishment in the past year?</b></p><p>We started to change the way the Mayor and Council approach the budget from a very good process to an improved one. I'm in charge of the Finance and Budget Task Force and its report will come out in September. It will take 3 or 4 years to fully implement suggested changes, but at the end of this, Mayor and Council will have a much better appreciation of the various trade-offs we have to make year-to-year. Rockville changed its insurance carriers, and chose new arrangements for our retirement system. Both of these are cost-saving and service-improving changes brought to our attention by City Staff. Finally, I asked the questions that have more clearly defined our choices on RedGate. ■</p></div>
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# Safety in Rockville

## Rockville City Police Honored for Keeping Community Safe

The Rockville City Police Department ensures the safety of thousands of residents and visitors every day. Numerous officers and members of the police department earned recognition for their outstanding service that went above and beyond the call of duty.

### Distinguished Service Citation Award

Cpl. Kyle Dickerson and Rocko Sgt. J. P. Cowell  
Sgt. Michael Kearney  
Cpl. Michael Varron  
Cpl. Jeff Cramer  
Cpl. Kelly Reidy  
Cpl. Ali Zeighani  
Officer Ryan Street  
Officer Javier Baquero  
Cpl. Phil Parnell  
Officer John Pfaehler

### Meritorious Service Citation Award

Karl Nadler

### U. S. Police K-9 Association USPCA

Cpl. Kyle Dickerson: Triple Crown Award (Tracking/Patrol/Narcotics)

### Mothers Against Drunk Driving (MADD)

Office Andy Taglienti: DUI Enforcement Award  
Officer John Pfaehler: DUI Enforcement Award

### Portable Cameras Help Effort to Reduce Speeding

In an ongoing effort to combat speeding in residential areas and near schools, Rockville added a new tool: portable speed camera units.

Rockville City Police opted for the portable speed cameras instead of fixed-pole cameras or mobile speed camera vans, of which the City currently has 10 and two respectively. The portable units can be set up on roads that have consistently received reports of speeding, but do not cost as much as installing a fixed-



**Parking Enforcement Officer Jerry Adams works in downtown Rockville.**

pole camera or paying staff to man the vans.

A portable camera unit houses the entire speed monitor system -- radar, camera and flash -- in one cabinet. The cabinet runs on batteries and can be easily moved from one location to another, and the units do not require staff to monitor them.

the block parties. National Night Out is a unique crime and drug prevention event that is sponsored by the National Association of Town Watch. It was the 27th year the event has been held. It's aimed at raising awareness about crime and drug prevention, generating support for anti-crime programs, strengthening community spirit and community policing partnerships, and sending a message to criminals that neighborhoods are fighting back against crime.

### Having 'Safe Routes to School' Encouraged

Each year, Rockville encourages its schools to participate in International Walk to School Day, which was started as a way to bring community leaders and children together to create awareness for walkable communities.

Walk to School Day was created to spotlight safer routes for walking and bicycling, and to empha-



**Rockville's Police Chief Terry Treschuk talks with residents at The Americana Centre on National Night Out.**

### National Night Out Brings Community Together

Neighborhoods throughout the City of Rockville participated in the annual nationwide crime prevention initiative, National Night Out Against Crime. The neighborhood events take place on the first Tuesday in August. This year more than two dozen communities throughout Rockville held events.

The Rockville Mayor and Council, Rockville City Police Department officers and members of the Montgomery County State's Attorney's Office visited many of

size the importance of increasing physical activity, implementing pedestrian safety, reducing traffic congestion, protecting the environment and building connections between families, schools and the community.

The event is part of the Safe Routes to School initiative for which the City of Rockville receives grants. The national program is a way for community leaders, parents and schools to encourage and enable more children to walk or bike to school safely. ■

## Vision Priorities

# Economic Development and Sustainability

*Among the seven initiatives the Mayor and Council outlined in their vision for the City is ensuring Rockville has a strong and diverse economy. That means maintaining its reputation as a desirable place to do business and strive to have the business community engage in civic and community activities.*

### Focusing on Businesses

During Rockville Business Appreciation Week, 45 people from the Rockville Economic Development, Inc. (REDI), board and staff, the Rockville Mayor and Council, City staff and representatives from the Rockville Chamber of Commerce, Montgomery County Department of Economic Development and Maryland Department of Business and Economic Development visited 53 Rockville companies. REDI made 35 other business retention visits during the rest of the year. City staff made 21 additional visits.

### Supporting Entrepreneurs

REDI partnered with Johns Hopkins University and UMBC to establish Innovate!, which teaches postdoctoral fellows and business people how to create companies with technology from federal and university labs. Twenty-four students enrolled in the year-long program.

### Giving Support to Women in Business

REDI held the seventh annual Start Right Women's Business Plan competition.

The competition encourages women to develop business planning skills that build a necessary foundation to operate a successful business. During the year, 11 business plan writing classes were held, with 255 attendees. The competition drew 53 entrants; sponsors provided \$20,000 in cash prizes and \$20,000 in in-kind prizes.

The first place winner was Carol Espy-Wilson of Omni Speech, LLC; second place went to Barbara Haupt and Elissa Leif of MiniMatters, LLC; third place was awarded to Richelle Burnett of Madison Assessment.



**The Career Fair is in its fourth year and growing.**

### Career Fair Grows

REDI held the fourth annual S.T.E.M. 2009: Postdoc Conference and Career Fair, which connects postdoctoral fellows with scientific, technical, engineering and mathematics (STEM) backgrounds.

The conference attracted 475 postdoc attendees and 36 company exhibitors, including 21 hiring companies (eight were Rockville companies).

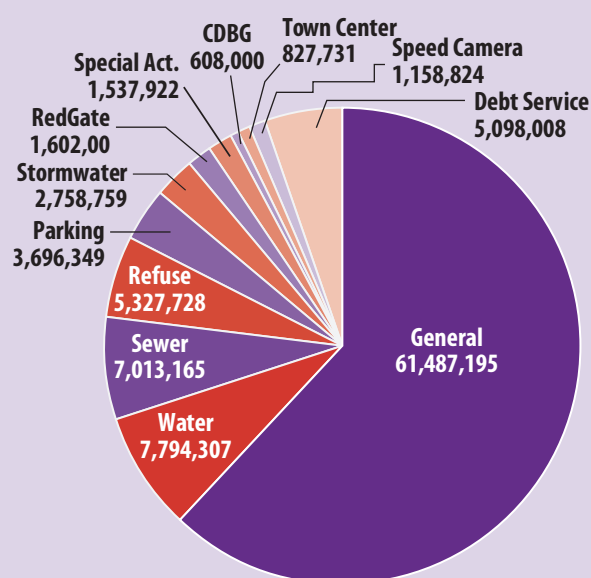
### Buy Rockville Campaign Gains Momentum

The Buy Rockville campaign moved forward with efforts to promote shopping local, including a new Rockville Dining Guide.

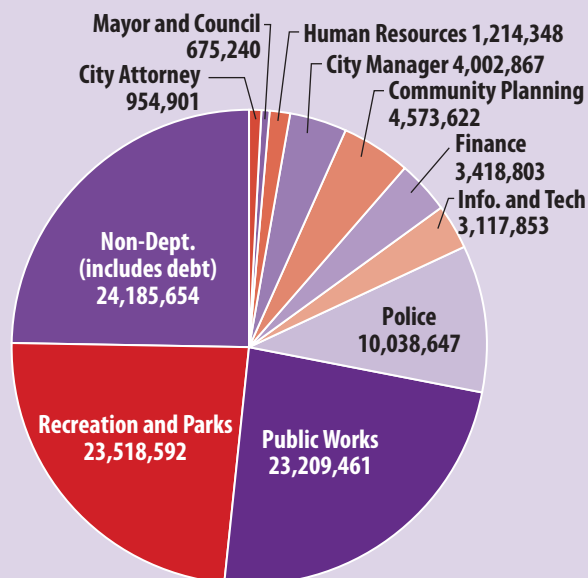
The Dining Guide features more than 400 restaurants with Rockville addresses, and highlights which ones deliver, feature live entertainment, offer outdoor seating, stay open late, provide party or rental rooms, serve up dish recommendations and specifies pricing.

In addition to the restaurant guide, the first-ever restaurant week was held in October. Another Restaurant week will be held this October. ■

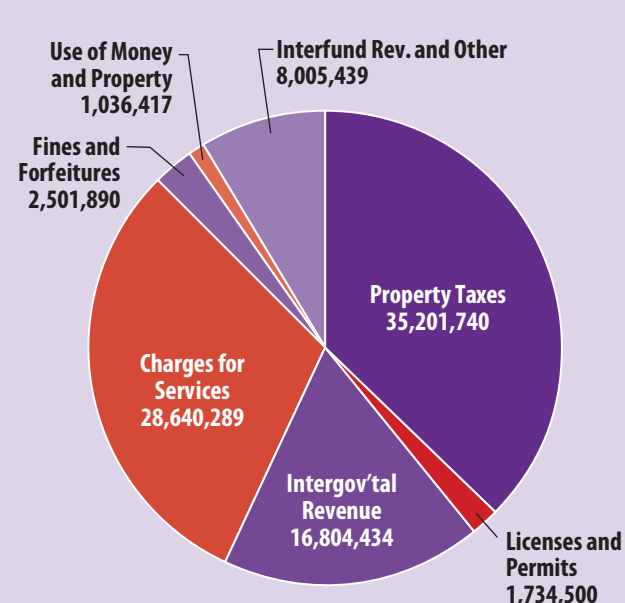
## FY 2010 Budget At A Glance



**FY 2010 Modified Expenditures by Fund**



**FY 2010 Modified Expenditures by Department**



**FY 2010 Modified Revenues by Type**



Vision Priorities

# Community Engagement

*The Mayor and Council have made it a priority to give residents as many opportunities as possible to participate in the City government and have access to it.*

**Working with Neighbors**

The City partnered with Rockville High School and the Montgomery County Department of Environmental Protection to install a conservation-landscaped demonstration garden. The garden reduces stormwater pollution flowing off of school grounds and provides students with educational opportunities on water quality, ecology, wildlife habitat and horticulture.

**Celebrating Mother Earth**

Rockville celebrated the 40th anniversary of Earth Day on April 22 with a program in Town Square. Four residents were honored with the annual Environmental Excellence awards, which recognize efforts to help make a difference in the City's goal to achieve environmental sustainability. Rockville's Environmental Excellence Awards program was developed to raise public awareness and promote the environmental achievements for projects and practices in the city. To learn more about the program, go to [www.rockvillemd.gov/government/commissions/ec/award.htm](http://www.rockvillemd.gov/government/commissions/ec/award.htm).



**Volunteers Adopt and Monitor Streams**

The Adopt-A-Stream Program allows civic associations, scout troops, churches and synagogues, schools, businesses, neighbors and families to get involved in improving water quality by "adopting" one or more stream segments within Rockville. To date, 29 of the 45 adoptable stream segments have been adopted. Throughout this last year, 412 volunteers collected more than 420 bags of trash. Other items collected include shopping carts, car parts and an old cash register. To adopt a stream, go to [www.rockvillemd.gov/environment/](http://www.rockvillemd.gov/environment/). Stream monitoring is how Rockville creates the report card on the condition of its three watersheds – Cabin John, Rock Creek and Watts Branch. Volunteers, working under the direction of the City's

Environmental Division, determine the "grades" by monitoring designated areas of streams for aquatic insects, chemical contaminants and physical appearance. This year, 26 volunteers participated in seven stream monitoring events.

**New Advisory Groups Formed**

The Mayor and Council approved two new task forces and a new commission this past year: one aimed at improving communication, the second to look more closely at finance and budget, and a third to solicit input from Rockville youth.

The Communications Task Force was charged with reviewing how the City communicates with residents, including through Rockville 11 (cable channel 11), the city website ([www.rockvillemd.gov](http://www.rockvillemd.gov)), Rockville Reports and e-mail notifications.

The purpose of the Finance and Budget Task Force is to help define better tools and procedures for the Mayor and Council and staff to build the City's annual budget.

And the Youth Commission was formed to advise the Mayor and Council on issues of concern to the city's youth. The group will hold its first meeting in September. Discussion topics will include economic development, Town Center, pedestrian safety, human rights, environmental initiatives, recreation and parks, special events, traffic and transportation, City budget, master plans, land use policies and zoning policies.

To learn more about these groups, go to [www.rockvillemd.gov/government/commissions/index.html](http://www.rockvillemd.gov/government/commissions/index.html).

**Connecting with Residents**

Rockville is working to connect with residents in more ways each year. This past year, the City created a Facebook page, where it posts daily updates to make residents aware of the latest information, as well as answer questions that are posted.

Find us on Facebook by typing City of Rockville in the search box, then just decide to "like" us.

Rockville 11 also began airing live coverage of Board of Appeals and Historic District Commission meetings.

In addition, the website home page is updated with news and events daily, as well as photos. Feel free to give your feedback and suggestions on any of the communication tools in the city or make suggestions for improving communication. Just e-mail [pio@rockvillemd.gov](mailto:pio@rockvillemd.gov).

**School of Rock(ville) Offers Youth Awareness Program**

The City of Rockville held a first-ever School of Rock(ville), a unique

educational opportunity that took a behind-the-scenes look at the history, government, facilities and neighborhoods that form the community.

Open to teens in grades 10-12, the three-day program gave high school students a chance to learn about topics such as ways to get involved in government and community, the history and demographics of Rockville, how the City connects with residents, what it takes to plan a City, the council/manager form of government and how to make the city greener.

**Rockville Launches Rzone**

The City of Rockville Department of Recreation and Parks launched the Rockville Rzone, a new code of conduct. The Rzone establishes a set of procedures for residents to report cases of violence, vandalism or inappropriate behavior at City facilities, parks or in programs.

The Rzone applies to all community organizations and individuals using City facilities and participating in City programs. The Rzone encourages respect for yourself, respect for others and responsibility for your actions.

**New Academy Teaches Ins and Outs of Planning**

The City of Rockville hosted its first-ever Planning Academy for residents in March to provide a foundation and general overview of the City's planning processes. The class included presentations on legal aspects of planning, long range planning and the Comprehensive Master Plan, Rockville's zoning ordinance and development review processes.

The class was conducted by staff from the City's Department of Community Planning and Development Services and the City Attorney's Office.



**City Values Celebrations**

Each year the city is host to celebrations that mark special anniversaries, celebrate major accomplishments or recognize the many cultures that make up Rockville.

Bringing the community together is an important element in helping to achieve a goal of spirit

# Fans of Facebook, Fans of

Rockville started a Facebook page this past year and since then has watched as the number of Facebook users who "like" the City of Rockville has grown to more than 800.

So in the Annual Report, it seemed like a great idea to marry the social media fans with the print fans – many of who are the same. But if Facebook isn't necessarily something for you, why not give it a try.

On the City's Facebook page, we simply asked for the following: *Tell us why you like living in Rockville.*

The following are a sampling of the responses.

**Angel Santiago** – The City of Rockville was my home for many years as a child. Now I fulfilled



my dreams of buying a home for my own family here. My [little] one is 3 [years] old and absolutely loves everything the area has to offer – Town Square, parks, pools and most importantly awesome people.



**Helen Ochej** – I like the recreation and parks programs. Rockville also has a great senior center. Community support is important in a suburban city.



**Lauren Breeden** – I love the Rockville Civic Ballet program for adults and kids. The best program around!



**Joe Jordan** – World-class recreational facilities, including the challenging, yet beautiful, RedGate Golf Course.

and understanding in the city.

Some of those special celebrations include:

- Martin Luther King Jr. celebration
- Lunar New Year celebration
- Memorial Day parade
- Flag Day ceremony
- Independence Day ceremony
- Veterans Day ceremony

**Bike Program Teaches Students Responsibility**

The Terrific Bike Program allows any student in grades one through five in Rockville to earn a bicycle by doing good deeds. The student completes six of a list of responsible acts to earn the bicycle. A responsible adult (parent, grandparent, teacher, coach or guardian) sponsors the student, monitoring their progress and signing off on completed acts. A non-family member must certify at least two of the responsible acts.

This program encourages children to do good deeds. This past year, 50 children earned recognition from the Mayor and Council for their efforts. They also receive a bicycle, helmet and lock. Refurbished bikes are provided through Bikes for the World. ■

# A Guide to Rockville

**City of Rockville – Numbers You Can**

General Information .....	
Citizen Service Requests .....	
Police Emergency .....	
Police Routine .....	
Animal Control.....	
Building/Electrician/Plumbing/Occupancy Perm.....	
City Elections .....	
City Employment .....	
Community Services/Emergency Assistance.....	
Environmental Questions/Concerns .....	
Fire Marshal's Office .....	
Graffiti Hotline.....	
Housing Assistance Programs.....	
Landlord/Tenant Program .....	
Mayor and Council/City Clerk .....	
Mediation Program .....	
Neighborhood Resources.....	
Pollution (spills) Hotline .....	
Property Maintenance Concerns .....	
Recreation and Parks General Info .....	
Refuse/Recycling/Leaf Collection .....	
Senior Citizen Services.....	
Street Light/Traffic Signal Outage .....	
Street/Sidewalk/Snow Removal .....	
Street Tree Maintenance .....	
Water/Sewer 24-Hour Line .....	
Utility Billing.....	
Victim Assistance .....	
Weather line-Sports .....	
Web site .....	

**Recreation and Camp Guide Mailing**

Winter and Camps 2011 .....	
Spring 2011 .....	
Summer 2011 .....	

**Recycling and Refuse Non-Collection**

Labor Day, Thanksgiving Day, Christmas Day, New Year's Day and Memorial Day. To learn more, go to [www.rockvillemd.gov](http://www.rockvillemd.gov).

**Leaf Collection:**

The City collects leaves for residents every fall and provides two pick-ups during a 10-week period from mid-October through mid-November. The schedule and map can be found online.



## of Rockville



**Jackie Sanders** – Love all the trees. [M]y LA-native roomie told her family back home she lives in the woods and meant it! All

the leaf raking? Not so much, but I appreciate the convenient leaf removal curb service. [Also] single-stream recycling... it is so much more convenient than sorting and binding things like before. I feel happy when I see all the tan bins out on trash day along the street. Everyone's participating -- a real community.



**Tida Violante** – We looove the water slide at the Swim Center!

**Vanessa Palacios** (photo not available at presstime) – being able to walk to the movies.

## Vision Priorities

# Cultural Destination

*Making Rockville a Cultural Destination is a priority the Mayor and Council outlined to enhance the programs, service and activities that will build on the City's rich history, unique cultural presentations and dynamic shopping.*

### Rockville Civic Center Park Serves as Cultural Destination

Rockville Civic Center Park is home to the historic Glenview Mansion, F. Scott Fitzgerald Theatre, Croydon Creek Nature Center and other amenities.

In Fiscal Year 2010, the number of weddings and private social events held at Glenview Mansion increased by 6 percent for a total of 109 events.

The F. Scott Fitzgerald Theatre presented 136 public performances serving 36,664 audience members, totaling more shows than were presented at Round House Theatre, BlackRock or Strathmore in the same amount of time.

In FY10, the Civic Center issued 85 park permits and hosted approximately 6,668 people through these permits. Approximately 90,000 people attended 1,169 events at the Civic Center in FY10.

### Plenty of Events for All to Enjoy in the Community

Rockville hosts dozens of events each year in an effort to bring the community together to celebrate special anniversaries and longtime traditions, recognize holidays and just have fun.

Each year the City hosts the following events:

- Concerts in the Square
- Farmers Markets
- Hometown Holidays
- Ride and Stride
- Out to Lunch Wednesdays
- Wine and Music Festival
- Doggie Dip Day
- F. Scott Fitzgerald Literary Conference
- Antique and Classic Car Show
- Twilight Runfest, DarCars
- Halloween Young Run and Rockville 10k/5k Runs

- Croydon Creep
- Holiday Open House

To learn more about events in Rockville, go to [www.rockvillemd.gov](http://www.rockvillemd.gov).

### Arts Make Their Mark on Community

Two new public art installations were approved for Town Center. One will be on the façade of the Arts and Innovation Center, 155 Gibbs St., and another will be at the front of City Hall.

The artwork at the Arts and Innovation Center will consist of a brightly colored wall sculpture with multi-colored lights that react to sound. The orange, yellow and red abstract sculpture will hang on the outside of the building, half on Gibbs Street and the other half on Beall Avenue. Fiber optic lights on the sculpture will turn on and off in a pre-programmed pattern and will also be triggered by sounds in the street and on the sidewalk.

The artwork at City Hall will include a mosaic sculpture of a girl on the grounds of the building near the corner of Vinson Street and Maryland Avenue, and a mosaic mural on the side of the building along Vinson Street. Named, "The Spirit of Discovery", the piece consists of stained glass and mirrored tiles in blues, greens and golds.

Both funds provide dedicated funding to public art projects.

### Arts and Entertainment Plan Moves Forward

A consultant completed work to make an inventory of the current offerings in Rockville that are provided by the City, other governments and private and nonprofits groups. The inventory also includes venues and programs related to fine arts, performing arts, entertainment, special events, sports, history, shopping and other related assets.

The next phase to be completed includes developing a strategic plan that allows the City to implement the vision for becoming a cultural destination. ■



## Participate in Your Community

### How can I learn about what's going on in Rockville?

- Visit the City's website at [www.rockvillemd.gov](http://www.rockvillemd.gov) to find information on events, meeting agendas and minutes, updates on projects, information on development and more.
- Watch Rockville Channel 11 (cable channel 11), where you can catch live meetings, special programming about the city's neighborhoods and newscasts.
- Read Rockville Reports, the city's print newsletter that's delivered to households and

businesses in the city. It also appears online, where you can comment on specific stories.

- Sign up for the weekly E-Letter, This Week in Rockville, and learn what's coming up in the city each week. It arrives in your e-mail every Thursday at 3 p.m. Just go to Subscribe to news on the city's website.
- Decide you like the City of Rockville on Facebook.
- Attend Rockville University, a free six-week program that teaches residents about the city's history, government and neighborhoods. Call 240-314-8340 for information.

- High school students can attend the School of Rock(ville) and take part in a four-day citizen awareness program.

### How can I give my opinion on an issue?

- Contact the Mayor and Council by e-mail at [mayorcouncil@rockvillemd.gov](mailto:mayorcouncil@rockvillemd.gov); by phone at 240-314-8280; or by mail at 111 Maryland Ave., Rockville, MD 20850.
- Speak at Citizens Forum, which is held during every Mayor and Council meeting and gives residents a chance to talk to the Mayor and Council for three

- minutes about any topic they wish. You can sign up ahead of time by calling 240-314-8280.
- Meet with the mayor and a council member during drop-in sessions that are held once a month on a Monday from 5:30-6:30 p.m. before a Mayor and Council meeting. Call 240-314-8280 to sign up.
- Testify at a public hearing or send written testimony to the Mayor and Council. Call 240-314-8280 for details. Hearings are listed on the Mayor and Council agendas.
- Attend public meetings,

*Continued on pg. 8...*

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.....	240-314-5000; TTY 240-314-8137
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gs:	
.....	Mailed Monday, Dec. 6
.....	Mailed Friday, Feb. 11
.....	Mailed Friday, May 6
on Holidays:	
New Year's Day, Martin Luther King Jr.'s Birthday,	
<a href="http://rockvillemd.gov/residents/recycling-refuse">rockvillemd.gov/residents/recycling-refuse</a> .	
nd spring. The Department of Public Works	
for residents between mid-October and	
in April. The City is divided into five pick-up ar-	
e at <a href="http://www.rockvillemd.gov/residents/leaf.htm">www.rockvillemd.gov/residents/leaf.htm</a> .	



# Distinct Neighborhoods, One City

*The individual neighborhoods that make up a unified city, and the importance of recognizing and maintaining them are among the Mayor and Council priorities.*

## Twinbrook Community Recreation Center Celebrates 10 Years

The Twinbrook Community Recreation Center celebrated its 10th anniversary Oct. 3. The center, which opened in October 1999, has become a staple in the community, offering a multitude of programs and services. More than 65,000 people use the center annually. Since its opening, it has continued to expand those services, including offering more activities for children and teens each year.

## More Sidewalks Provide More Safety

The City completed 10 sidewalk projects, totaling 6,500 feet and is looking to install more sidewalk links in 2011. These projects were funded through the City's Sidewalk Capital Improvement Program (CIP), private developer contributions and Maryland Safe Routes to School grant money.



**Twinbrook Community Recreation Center celebrated 10 years in the community last October.**

Three years ago, the Traffic and Transportation Division established a Sidewalk Prioritization Policy to plan, design and build sidewalks based on priority.

That priority was established through a study of all missing sidewalks in the city. The priority list was established based on traffic conditions on a road, right-of-way, public support and environmental impacts.

The City also accepts petitions from residents who are interested in having sidewalks installed in their neighborhood. To learn more about sidewalks, go to [www.rockvillemd.gov/residents/traffic/sidewalks.htm](http://www.rockvillemd.gov/residents/traffic/sidewalks.htm).

## Pedestrian Safety for All

Ninety-two ADA compliant sidewalk ramps were installed on city sidewalks. Most of the reconstructed ramps were located in East Rockville.

Consultants for the City also completed designs for the installation of accessible pedestrian signals in coordination with countdown pedestrian signals, as well as ADA compliant ramps, at 14 signalized intersections in the City.

## Crosswalk Improvements Aid with Safety

A new illuminated crosswalk was installed in October on Chapman Avenue between the Twinbrook Metro Station and the

Hilton Hotel. The light system replaces the existing one, and will reduce maintenance costs and improve pedestrian safety.

The In Roadway Warning Lights feature LED lights and solar-powered technology. The new light system is improved over the previous system because the bulbs are brighter, more reliable, easier for City technicians to maintain and constructed with better materials.

cyclist safety. The construction project narrowed the inner travel lanes to 11 feet and increased the width of the outside lane in each direction to allow for bicyclists.

This is consistent with Park Road's classification as a Bicycle Signed Shared Roadway. The median on Park Road was landscaped, fenced and now serves as a formal gateway into East Rockville.

The S. Stonestreet Avenue Median project, completed this summer, narrowed S. Stonestreet Avenue at Baltimore Road to one northbound and one southbound travel lane in each direction,



**A project on Park Road near the Metro improved pedestrian and cyclist safety.**

## Sharing The Road

A pedestrian safety project on Park Road between Hungerford Drive and South Stonestreet Avenue, near the Rockville Metro Station, improved pedestrian and

separated by a median. This new road configuration was designed to slow traffic on S. Stonestreet Avenue and provide pedestrians with a refuge as they cross S. Stonestreet Avenue. ■

# Quality Built Environment

*Rockville is a model of quality development. It works to ensure its buildings conform to the highest environmental and design standards. Great attention is given to ensuring high quality materials and technologies are incorporated in construction.*



**The stormwater pond at College Gardens is now an attractive park feature.**

## College Gardens Park, Pond Completed

More than 40 years after the College Gardens community was built, it now boasts a regionally recognized environmental project in the City of Rockville through its dedicated stormwater program.

Construction on the College Gardens project began in January 2009. Stream stabilization efforts downstream from Princeton Place were completed in spring 2009, and park and pond improvements were completed last December. The project also included final repaving of the entrance path and removal of a chain link fence, completed in

January.

Today, the six-acre College Gardens Park is home to the one-acre stormwater management pond that features two overlook decks and a bridge that arches over a portion of the pond. It also fea-

users: pedestrians, bicyclists, transit users and motorists.

The policy, initially discussed by the Mayor and Council in October 2008, coordinates streets, bicycle lanes and paths and sidewalks, and was developed with community input at meetings of the Traffic and Transportation Commission and Rockville Bicycle Advisory Committee, and during a public comment period.

Rockville is one of the first cities of its size to implement a comprehensive complete streets policy.



**Hundreds of boys and girls participate in the Rockville Football League.**

## Rockville Dedicates New Football Park

Rockville dedicated last September the Mattie J.T. Stepanek Football Park as the new home of the Rockville Football League.

Rockville Football League will enter its 45th season of providing, in partnership with the City of Rockville, children ages 6-14 with a program dedicated to football and cheerleading. The City's Dogwood Park previously served as home to

the Rockville Football League.

The new football park, located at Mattie J.T. Stepanek Park in the King Farm community, features two irrigated playing fields, a concession building, press box, state-of-the-art stadium lights, two electronic scoreboards and elevated bleachers.

## New Park Completed, Playground Equipment Replaced at Others

The Falls Grove Park was completed this past year and now features an expanded playground, gazebo, approximately 22 garden plots, picnic cluster, tennis courts, outdoor adult fitness area and an open multi-use playing field.

In addition, the City received a \$341,000 grant from the Maryland Department of Natural Resources to replace the play equipment at the Rockville Senior Center, Woottons Mill Park and Rockville Civic Center Park.

In addition to the grant money for playground equipment, the City also installed two new playground sets at North Farm Park.

## Protecting City Water Resources

A 30-year strategic view of the City's drinking water, wastewater (domestic sewage) and stormwater systems was drafted and circulated for public comment. Once adopted, this document will become part of the City's comprehensive land use master plan. The draft plan has been endorsed by the Environment and Planning commissions and is being forwarded to the Mayor and Council for consideration this fall. A public hearing will be held Sept. 13.

## City Ensures Stormwater Compliance

The City inspected 77 (20 percent) of the 393 privately-owned stormwater facilities and returned those in violation to compliance. In addition, the City inspected 138 (100 percent) similar facilities owned by the City.

The City also conducted inspections at 77 (19 percent) of the nearly 400 Rockville restaurants to ensure they are using good grease management practices and keeping this material out of the City sewers, where it can cause sewer backups and spills.



**Work will continue in FY11 on Baltimore Road improvements.**

## Work begins on Baltimore Road Project

Rockville has completed several stages of the Baltimore Road project, including preliminary design plans. The designs outline plans for making the heavily traveled road accessible and safe to transit users, bicyclists, pedestrians and motorists.

The project will include upgrading road pavement, installing curb and gutter, extending the shared-use path, adding streetlights and trees, and more. ■



Vision Priorities

Exceptional City Services

The City of Rockville provides a full complement of high quality, well-funded services. City staff also has a strong customer service focus.

- 2,829 tons of compostable yard waste (up from 2,196 tons)
- 101 tons of scrap metal (up from 92 tons)

motivating force to keep Hispanic youth, many of whom are new to the country, enrolled in school. All but one of the participants advanced to the next grade level and all 15 graduating seniors are enrolled in college for the fall semester.

Finding Residents Work

The Career Catchers Program, in partnership with the City's Community Services Division, provided assistance in employment counseling to Rockville residents. Housing Initiative Partnership, Inc., is now working two days per week at the Community Services Offices at 30 Courthouse Square to assist homeowners in preventing foreclosure.

First-Time Workshop Helps with Problem Solving

Rockville's Youth and Family Counselor developed a new workshop series, Building Resiliency in Rockville Youth, that was offered for the first time at Wootton High School and Julius West Middle School. Twenty-six youth learned a variety of strategies to use in solving problems and coping with difficult situations and emotions.

Fab Five Focuses on Fitness

Fab Five, a five-week youth development program that teaches fitness and nutrition, debuted this past year, teaching youngsters about healthy food choices, portion control and the importance of drinking water. Eighteen students participated in the new program.

Helping Neighbors

Each year, the City hosts its annual Holiday Drive. This holiday program has become a staple in the community in which neighbors help neighbors. This past year, the City was able to provide 577 households with food for Thanksgiving and 1,138 children with toys or gift cards in December.

Enriching the Family

The City's Linkages to Learning Program at Maryvale Elementary School started a new series of family enrichment classes. Fifteen parents from the school community came together weekly to learn parenting techniques and provide support to each other.

Examining Costs to Improve City Services

The Mayor and Council adopted in April an updated Cost Allocation Plan (CAP). The purpose of the CAP is to identify the total cost of providing specific City services. The CAP

determines total program costs by establishing a rational and consistent methodology for identifying and allocating indirect costs. For residents, an updated CAP means that their taxpayer dollars are being allocated to General Fund services and activities, like police protection and recreation, and not paying for special services such as water, sewer and refuse. ■



The City completed the implementation of once-per-week recycling and refuse collection.

Implementation of Single-Stream Recycling Complete

Rockville completed the distribution of 13,876 sets of recycling and refuse carts to households throughout the City, and completed the full implementation of a single-stream, once-per-week recycling, refuse and yard waste collection program.

- Since last July, the City has collected:
- 5,381 tons of single-stream recyclables (314 tons more than in Fiscal Year 2009)

- Overall recycling rate was 43 percent (compared to 38 percent in Fiscal Year 2009).

Latino Soccer Program Keeps Young Men Focused

The Community Services Division served 40 male students from Richard Montgomery and Rockville high schools through the Latino Soccer Program. It also opened the program to a new group of 15 boys at Julius West Middle School. The program uses soccer as a

Vision Priorities

Green City

Rockville is a leader in environmentally sustainable development that protects and enhances the community's quality of life.

Watershed Display Highlights Protection

A new watershed exhibit opened in October at Croydon Creek Nature Center, and features the importance of protecting Rockville's three watersheds and ultimately the Potomac River and Chesapeake Bay. The exhibit highlights the City's efforts to educate residents and visitors, but to also promote the environmental stewardship efforts. Rockville has three main sub-watersheds: Cabin John Creek, Rock

why the health of a watershed matters, it educates about how human choices impact watershed quality and what can be done to improve it.

Understanding City Watersheds

Rockville began a comprehensive study of the health of the Cabin John Creek Watershed, which covers the central and southern portions of Rockville. The study evaluates long-term changes in stream quality, determines the effectiveness of previous watershed improvements, and identifies additional improvements to be undertaken over the next 10 years. The study is expected to conclude in December.

The updated building codes will apply to new construction and renovations of both commercial and residential buildings. The ordinance adopts the latest editions (2009) of the International Codes and the 2008 National Electrical Code. The ordinance also adds a new article, titled, "Green Building Regulations," that requires increased energy and water efficiency in buildings and homes.

City Makes Energy Conservation Improvements

Rockville received a \$683,000 energy efficiency grant from the U.S. Department of Energy under the American Recovery and Reinvestment Act (ARRA). The grant is being used to replace a significant number of standard streetlights with LED fixtures, and improve the energy efficiency of the Pump House Community Center and the Senior Center. These improvements are expected to save over 13,000 kilowatts of electricity and avoid the release of 13 metric tons for carbon into the atmosphere.

Rain Barrels Reduce Pollutants

The RainScapes Rewards program provides technical and financial assistance to residents wanting to reduce the stormwater runoff from their property. These projects increase groundwater tables, and reduce sediment, bacteria, chemical and nutrient pollutants entering local streams. The City held five rain barrel training sessions with 89 participants. Under the rain barrel rebate program residents installed 29 new rain barrels this year. These barrels



Rain Barrel programs led to the installation of 29 new barrels.

collectively capture 1,595 gallons of water every time it rains. The water is used for gardens and flowers instead of washing over lawns, sidewalks and driveways and carrying pollutants to City waterways. The City also launched a conservation landscaping rebate program and held three training sessions with 36 participants. To learn more, go to [www.rockvillemd.gov/environment/](http://www.rockvillemd.gov/environment/).

New Stormwater Ordinance Adopted

The Mayor and Council adopted on June 7 comprehensive revisions to Chapter 19 of the City Code, Sediment Control and Stormwater Management. The adoption was the culmination of a process to implement the Maryland Stormwater Management Act of 2007. Rockville now requires land developers to use environmentally-friendly planning techniques that reduce the amount of impervious cover and preserves natural resources. Developers must also consider installing low impact stormwater management systems such as rain gardens to treat rainwater where it falls rather than collecting it and conveying it to a central treatment pond or other facility. ■



A new watershed exhibit opened at Croydon Creek Nature Center.

Creek and Watts Branch. In the exhibit, Rockville's local watersheds are explored in an effort to better understand how biology, geology and geography contribute to their formation. In addition to learning

New 'Green' Building Code Adopted

The Mayor and Council adopted in May a revised version of Chapter 5 of the City Code, "Buildings and Building Regulations."

Rockville by the Numbers in 2010

<b>Demographics</b>	
Land Area.....	13.03 square miles
Population.....	62,476
Median age.....	38
Total Households.....	21,895
Median Household Income.....	\$82,640
Miles of City-Maintained Streets....	156.4
Miles of Sidewalks.....	297.6
Number of Street Lights.....	2,992
Number of Building Permits Issued..	741
<b>Top 10 Private Employers</b>	
Westat Inc.....	1,900
Human Genome Sciences.....	850
Wolpoff & Abramson, LLP.....	650
Community Services for Autistic Adults and Children.....	545
Booz Allen Hamilton.....	500
Lockheed Martin Infor. Systems.....	500
US Pharmacopeia.....	500
J. Craig Venter Institute.....	450
BioReliance.....	425
Legal & General America / Banner Life Insurance.....	400
<b>Operating Budget</b>	
General Fund.....	\$61.5 million
Water.....	\$7.8 million
Sewer.....	\$7.0 million
Refuse.....	\$5.3 million
Parking.....	\$3.7 million
Stormwater Management....	\$2.8 million
RedGate.....	\$1.6 million
<b>Employees</b>	
Police.....	94
General Employees.....	461.1
Total Full Time.....	555.1
Total Temporary.....	93.4
Grand Total.....	648.5
<b>Utilities</b>	
Water Consumption.....	5.02 mi. gal./day (Avg. gallons per day)
Miles of Storm Sewer.....	97.6
Miles of City-Maintained Water.....	178.4
Miles of City-Maintained Sewer.....	141.6
Number of Hydrants.....	1,369
Commercial Accounts (current).....	787
Residential Accounts (current).....	14,158
<b>Recycling/Refuse</b>	
Refuse Disposal.....	11,894 tons
Recycling.....	5,381 tons
Leaves.....	2,564 tons
Yard Waste.....	265 tons
Scrap metal recycled.....	101 tons
Note: Montgomery County tracks commercial recycling	
<b>Community Facilities</b>	
Acres of Park Land.....	1,071
Number of Parks.....	65
Number of Playgrounds.....	48
Rounds of golf played.....	33,479
Private Neighborhood Swim Clubs.....	19
Libraries.....	2
Fire Stations.....	4
Community Recreation Centers.....	8
Civic Center Complex (153 acres, 500-seat theatre).....	1
Public Golf Course.....	1
Swim Center.....	1
Nature Center.....	1
Senior center.....	1
Skate Park.....	1
Farmers Market.....	2



# Rockville Honored for Work to Enhance City

Each year the City of Rockville earns many awards and honors for the work it's doing to make Rockville a great place to live. The following list highlights the various awards and honors bestowed on the city during Fiscal Year 2010, which runs from July 1, 2009, to June 30, 2010.

## Rockville Named in Top 100 Places to Live

The City of Rockville was named among the Top 100 Best Places to Live in the August edition of Money Magazine. Rockville was chosen as one of America's best small cities for families because of its recently re-built downtown, economic stability and great schools.

Rockville, earning its place at No. 31, took honors for its re-developed downtown area that offers plenty of shopping and restaurants, as well as community events. It also ranked high in leisure and culture because of the number of varied arts and leisure activities it is close to, including its proximity to museums, golf courses and restaurants.

In addition to the Money Magazine designation, Rockville was selected as an Editors Pick in U.S. News and World Report, which recently released its America's Best Places 2010 list.

## Rockville Named in Top 10 for Startup Businesses

Rockville was named in the Top 10 of cities in the nation to start new companies, according to Bloomberg Businessweek and ZoomProspector.com.

Bloomberg Businessweek partnered with ZoomProspector.com to identify the Top 10 cities in the country for starting a new business. Rockville was ranked No. 10. ZoomProspector.com, a business location website, and Bloomberg Businessweek weighed 11 factors, including the number of startups, quality of workforce, number of patents and resources such as universities and venture capital, in determining the Top 10 list.

## Rockville Serves as State Capital for a Day

Rockville welcomed Gov. Martin O'Malley and state cabinet members to Rockville in July

2009, when the City served as Maryland state Capital for a Day.

Capital for a Day is a program the governor launched in 2007 that brings state officials to cities, towns and communities throughout Maryland.

During the visit, the governor, cabinet secretaries, state and county elected officials, city staff, business and community leaders, and the Rockville Mayor and Council participated in tours of the city, a business roundtable, briefings and meetings. The day culminated with a cabinet meeting in Town Square.

## Rockville Honored for Efforts to Protect and Preserve Trees

Rockville earned a significant environmental achievement and was honored in April with the Tree City USA award for the 21st consecutive year.

To achieve Tree City status, a community must have a tree board or department, a tree care ordinance, a community forestry program and an Arbor Day observance.

The Tree City USA award recognizes environmental improvements and encourages high levels of tree care. In Rockville, the City implemented its Forest and Tree Preservation ordinance in 1993 and is committed to ensuring the longevity and health of its trees, and ensuring that developers protect trees and replant them when necessary.

There are more than 28,000 street trees, those located in public streets and in public rights-of-way in neighborhoods in Rockville, and thousands more in the City's park system. Rockville's Forestry Program is responsible for the care of all trees in the City.

## RMSC Designated as USA Swimming Gold Medal Club

Rockville Montgomery Swim Club (RMSC), in its first year of participation in the USA Swimming "2010 Club Excellence Program," was designated in February as a "Gold Medal Club," which is the highest level possible.

RMSC is a competitive swimming program offered by the City of Rockville and the Montgomery County Recreation Department. The USA Swimming Club Excellence Program recognizes



Rockville's Town Square attracts people from around the region.

USA Swimming clubs for their commitment to excellence. The program provides club recognition and grant funding to each of the honored teams.

## Rockville Honored for Budget Presentation

The City of Rockville was honored in December for its budget from the Government Finance Officers Association of the United States and Canada with a Distinguished Budget Presentation Award.

The annual award is for the Fiscal Year 2010 budget, which began July 1, 2009, and ends June 30, 2010. It is given to a government that satisfies nationally recognized guidelines for effective budget presentation. The guidelines assess how well a government's budget serves as a policy document, financial plan, communications device and an operations guide.

This is the 19th consecutive year the City of Rockville has received the budget award from this organization.

## Rockville 11 Honored for Award-Winning Programming

Rockville 11 was honored in September with four Savvy Awards from the City-County Communications & Marketing Association (3CMA) during its annual conference. The Savvy Awards

recognize outstanding local government achievement in communications, public-sector marketing and citizen-government relationships.

The four programs recognized by the Savvy Awards include:

- First Place News Programming: Rockville's 11 newscast
- Second Place One-Time Special Programming: After the Storm
- Third Place One-Time Special Programming: Where We Live: Lincoln Park
- Third Place Award of Excellence: Trash Talk

## Rockville Reports Recognized

Rockville Reports was honored in September with a Savvy Award from the City-County Communications & Marketing Association (3CMA) during its annual conference. The Savvy Awards recognize outstanding local government achievement in communications, public-sector marketing and citizen-government relationships.

Rockville Reports was honored with the Silver Circle Award for external print publications.

## Rockville's Got it Covered

The City of Rockville was one of 21 salt storage facilities, operated by city and state transportation agencies in five states and one Canadian province, awarded the 2009 Excellence in Storage Award from Salt Institute.

The award recognizes high standards of environmental consciousness and effective management of winter materials storage. The Excellence in Storage Award is part of the Salt Institute's Sensible Salting Program, which is an educational program for salt customers on how to store and apply salt in an environmentally friendly way. Basically, that means the City's new salt storage facility at its maintenance center is pretty awesome. ■

## Mayor and Council Look at Rockville's Future

Marcuccio continues from page 2...

up items that the staff is working on. In between, we have completed the search and hiring of a new City Clerk, established a new Youth Commission, and heralded the opening of the Mansfield Kaseman Health Clinic.

Beyond these successes and many more lie my desire to find a way to save the RedGate Golf Course, implement sug-

gestions by our Task Force on Communications to improve communications to our citizens, bring a grocery store to Town Center, examine our Master Plan and the Adequate Public Facilities Ordinance, the continuation of the upgrade of our water and sewer systems, and tackling whatever our citizens suggest. I know we have a citizenry with remarkable resilience and extraordinary talent who will propose new ideas and demand effective fulfillment of past promises. ■

## Mayor and Council Look at Rockville's Future

Gajewski continues from page 2...

many creative features of the new Mattie J. Stepanek Park, to the serenity of the Veterans Park and the quiet dignity of the Courthouse Square Park, the well-maintained parks provide space to play, relax and reflect.

In the coming year, I look forward to Rockville's continued investment in strengthening our infrastructure: Several Rockville bridges will undergo

major repairs and we will continue the very important work of water pipe replacement. New sidewalks will be built to further enhance the pedestrian safety in Rockville, and we will begin work on our new downtown police station to be housed at the historic Old Post Office building. These are important priorities that must move forward, even at a time of fiscal restraint; the investment will serve Rockville well for many years to come! ■



### MAYOR

Phyllis R. Marcuccio

### COUNCILMEMBERS

John B. Britton  
Piotr Gajewski  
Bridget Donnell Newton  
Mark Pierzchala

### CITY MANAGER

Scott Ullery

### ASSISTANT CITY MANAGER

Jennifer Kimball

### CITY CLERK/TREASURER

Glenda P. Evans

### CITY ATTORNEY

Debra Yerg Daniel

### DIRECTOR OF COMMUNITY PLANNING AND DEVELOPMENT SERVICES

Susan Swift

### DIRECTOR OF FINANCE

Gavin Cohen

### DIRECTOR OF INFORMATION AND TECHNOLOGY

Michael Q. Cannon

### DIRECTOR OF HUMAN RESOURCES

Carlos A. Vargas

### CHIEF OF POLICE

T.N. Treschuk

### DIRECTOR OF PUBLIC WORKS

Craig Simoneau

### DIRECTOR OF RECREATION AND PARKS

Burton R. Hall

### CITY OF ROCKVILLE VISION STATEMENT

Rockville residents and customers recognize the City as providing premium quality, responsive, high value municipal services. We create and recreate our organization to anticipate and serve the current and future needs of our dynamic community.

City of Rockville  
111 Maryland Avenue, Rockville, MD 20850  
240-314-5000 • www.rockvillemd.gov

## Community Participation

Continued from page 5...

which are publicized through the various communication mediums.

## How do I make a request or report a problem?

Use the e-forms available on the City's website at [www.rockvillemd.e-gov/index.html](http://www.rockvillemd.e-gov/index.html). You can also contact the Citizens Service Request Coordinator by e-mail: [csr@rockvillemd.gov](mailto:csr@rockvillemd.gov); phone: 240-314-8139; or mail: City Manager's Office, 111 Maryland Ave., Rockville, MD 20850.

## How can I volunteer in the City?

- Apply to be on a City board or commission. Learn about vacancies on the City's website or be calling the City Clerk's Office at 240-314-8280.
- Volunteer with the Recreation and Parks Department by calling 240-314-8620.
- Volunteer with the Community Services Division by calling 240-314-8310. ■